



NEWS

Federal Communications Commission
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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.
See MCI v. FCC, 515 F 2d 385 (D.C. Circ 1974).

FOR IMMEDIATE RELEASE:
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****MEDIA ADVISORY****

**FCC ANNOUNCES AGENDA FOR ITS WORKSHOP ON THE FUTURE OF MEDIA &
INFORMATION NEEDS OF COMMUNITIES:
SERVING THE PUBLIC INTEREST IN THE DIGITAL ERA**

Washington, D.C. -- As part of its project on the Future of Media and the Information Needs of Communities, the Federal Communications Commission will hold a workshop on March 4, 2010, from 10:30 a.m. to 5:00 p.m. in the Commission Meeting Room, entitled "Serving the Public Interest in the Digital Era." The workshop will focus on:

- A brief history and overview of policies involving "public interest" requirements for commercial media and telecommunications companies;
- The state of local commercial broadcast TV and radio news and information; and
- The impact of media convergence and the emergence of the Internet, mobile technologies, and digital media on media policy.

This workshop will focus on commercial media. There will likely be another separate workshop on the role of noncommercial media. (*See Press Release dated February 12, 2010*). The workshop is open to the public, with seating available on a first-come, first-served basis. It will also be broadcast live over the Internet from the FCC Live web page at www.fcc.gov/live. Questions from the Internet audience can be submitted throughout the course of the workshop via e-mail to FutureofMedia@fcc.gov and via Twitter using the hash tag #FOMwksop.

Agenda and Panelists
(All times EST)

10:30 a.m. Welcome and Opening Remarks

Steven Waldman, Senior Advisor to FCC Chairman Julius Genachowski,
(Moderator)

Michael J. Copps, Commissioner, Federal Communications Commission

11:00 a.m. Panel Discussion I: A Brief History and Overview of the “Public Interest” in Media Policymaking

Paul Starr, Professor of Communications and Public Affairs, Woodrow Wilson School, Princeton University

Henry Geller, U.S. Telecommunications Legal Expert and Former FCC General Counsel

Robert Ratcliffe, Deputy Chief, Media Bureau, FCC

12:00 p.m. Break

1:00 p.m. Panel Discussion II: Traditional Media - Local Television and Radio Public Interest Obligations

Angela Campbell, Professor of Law and Director of the Institute for Public Representation, Georgetown University

Barbara Cochran, President Emeritus, Radio Television Digital News Association

Jerald N. Fritz, Senior Vice President, Allbritton Communications

Eric Klinenberg, Professor of Sociology, New York University

Jane Mago, Executive Vice President and General Counsel, National Association of Broadcasters

Tom Rosenstiel, Director, Pew Research Center’s Project for Excellence in Journalism

Andrew J. Schwartzman, President and CEO, Media Access Project

3:00 p.m. Break

3:10 p.m. Panel Discussion III: Policy Implications of Convergence and the Digital Transformation

Daniel L. Brenner, Partner, Hogan & Hartson LLP; Adjunct Professor, Georgetown Law School

Christopher Guttman-McCabe, Vice President Regulatory Affairs, CTIA-The Wireless Association

Jeff Jarvis, Associate Professor, Director of the Interactive Program, CUNY Graduate School of Journalism

Srinandan Kasi, Vice President, General Counsel and Secretary, Associated Press

Ben Scott, Policy Director, Free Press

Adam Thierer, President and Director, Center for Media and Digital Freedom,
The Progress & Freedom Foundation

5:00 p.m. Adjournment

Open captioning of the forum will be provided. Other reasonable accommodations for people with disabilities are available upon request, which should include a description of the needed accommodation and return contact information, should the staff processing the request require additional information. Last-minute requests will be accepted, but may not be possible to fill. Requests should be submitted by e-mail, to fcc504@fcc.gov by calling the Consumer & Governmental Affairs Bureau at 202-418-0530 (voice), 202-418-0432 (tty).

For further information, contact Krista Witanowski, Media Bureau, (202) 418-2449.

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